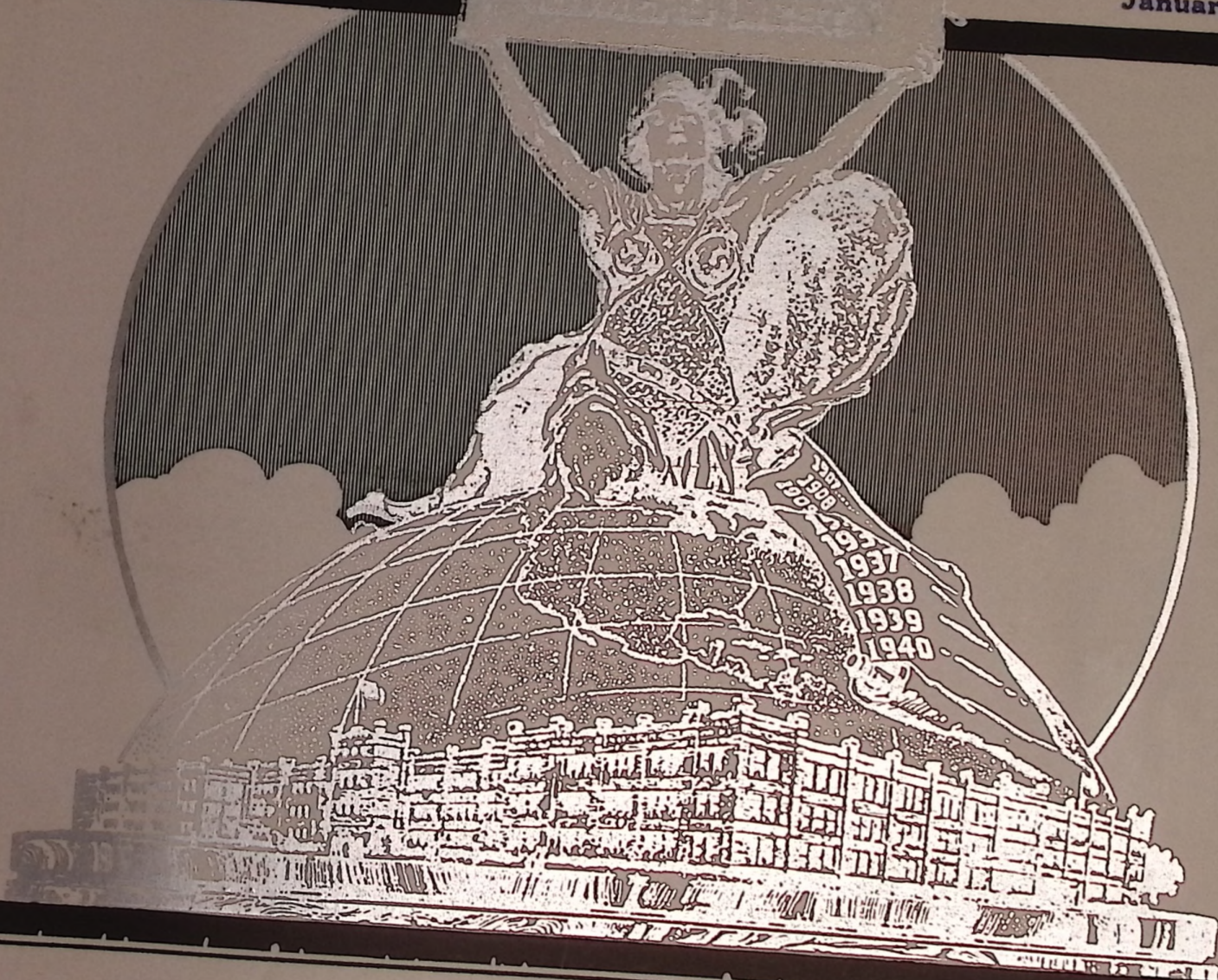


THE REVIEW

Vol. XXXV—No. 7

January 23, 1941



*How Many Indoor Billboard Sales
Have You Made?*

Remember - You Are Carrying the Largest and Most Comprehensive Indoor
Billboard Line in the World!

*The Salesman Who Sells Billboard Calendars
is the Salesman Who Dominates His Territory*



AN INJURED WORKER IS A LIABILITY

**EVEN IF THE ACCIDENT OCCURS
OUTSIDE THE OFFICE OR PLANT**

Taking a cue from the latest worker-accident statistics which show that most accidents occur after working hours, many leading industrial concerns are now promoting off-hour Safety Programs.

This means a bigger and better field for Industrial Distribution of Gerlach-Barklow Safety Campaigns.

**ARE YOU GETTING YOUR SHARE OF
INDUSTRIAL SAFETY SALES?**

The REVIEW



by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, JANUARY 23, 1941

No. 7

IT ISN'T ENOUGH TO AIM; YOU MUST HIT

Business regularity is the big factor in successful salesmanship and it has been demonstrated that the salesman who can make a perfect score in January has an excellent start toward a successful year.

By persistent determination to try to hit with at least one order each day you gradually acquire the technique of success along those lines. As we go into the fifth week of the new year my hopes are that we will have at least 25 per cent more of you men who will win the President's Award for Business Every Day. I know you'll fight with all your might every one of the remaining days to February 1st to win on the score of business regularity.

There are many ways to accomplish the "business every day" habit, and it is a habit. Make plans each night for the following day, dividing your time so that a part of the day only is devoted to planned calls. Leave two or three hours for some cold turkey calls, and if your prospects are away, or if they put you off until a later date, you have a few aces in the

hole with little ideas like blotters or post cards that secure orders on one call: you'll aim and they'll help you to hit.

Your territory is full of business men who are waiting and anxious to be shown how to improve their methods in building new customers and holding old ones. Make MORE CALLS, learn how to use your VIZUALIZED SALES HELPS. Ideas will get us places, so don't forget those VEST POCKET CONVENTIONS; have a three or four hour one every week for you know that KNOWLEDGE IS POWER.

It's up to business men and merchants to get new comers in their community before any one else does. That means constant and continuous advertising. The population doesn't stand still. Every year there are many newly weds in every community who are new users of every product manufactured and sold. Many families every year move from apartments to houses. That means they buy their first coal or other heating fuel, new furnishings and other things. It may take three or four years to sell people who are eventually to become buyers. But the thing to do is to sell them before the other fellow does. The job is simple—Advertising all the time—consistently and without a break.

Resolve to help the business men in your territory this year more than ever by selling more Blotters, Monthly Calendars, House Organs. If a man uses Monthly Service Advertising and tops it off in December with THANK YOU CALENDAR ADVERTISING he has a campaign that is bound to get results. He is cultivating his customers and prospects as carefully as the farmer plows and cultivates his fields.

January is proving a wonderful month. Thanks a million for your accomplishments. Let's continue to make every remaining day of January produce for us the best results we can. Best of Luck!

E. Mackey.

INVINCIBLE!

Every time I have an opportunity to show and see the 1942 line, I am more strongly impressed with the fact that our salesmen, armed with this great line, are practically invincible.

I have found from personal experience with the '42 line in the field, that in it we have subjects to suit every taste, and there isn't a blank in the entire line.

That is why I urge you to GET YOUR SAMPLE CASE OPEN AND SHOW at every opportunity. No one realizes more strongly than I, just how hard it is many times to get the case open, but it's so very important that I urge you to make every effort to do so.

I am delighted to learn that you are still keeping up your splendid pace in sales and nothing that I know of is so encouraging to me and to other salesmen in the field as the reports of your fine achievement.

Are you making good use of the graphs on the reverse side of your indoor billboard samples, and of the slogan suggestions on the front of those and your hanger samples? Scores of salesmen are using these every day with good effect.

What you have done in the past four weeks substantiates our faith in you and in the 1942 line and I know that you are headed for a year of happiness and success in 1941.

Cordially,

James R. Talcott

THE EARLY BIRDS OF 1941

Standing at End of Fourth Week, January Eighteenth

SENIORS

- | | |
|-------------------|----------------------|
| 1. MITCHELL | 16. LAING |
| 2. EARL | 17. HIGGINS |
| 3. SIEGEL | 18. MORRISSEY, D. M. |
| 4. CHAMBERLAIN | 19. MRS. PETERSON |
| 5. HARTMAN, J. C. | 20. HODSON |
| 6. KEBOCH | 21. PERRY |
| 7. HIMELHOCH | 22. RICKER |
| 8. CLAYTON | 23. McWILLIAMS, A. |
| 9. KERSEY | 24. OLSON |
| 10. BERCOVIT | 25. SOHN |
| 11. HAYNES | 26. MULDREW |
| 12. LIPFORD | 27. HERRMANN |
| 13. STEVENSON | 28. GIBSON |
| 14. VORES | 29. KELTNER |
| 15. MOSS | 30. BOND |

JUNIORS

1. ADAMS, S. E.
2. EVANS
3. PHILLIPS, JASPER
4. WAITE
5. CLARK

The Acid Test



The big purse in the Early Bird Contest always attracts a big field of fighters, but this year the contest is hotter than ever as we enter the fifth week at full speed.

In the Senior division, Marvin Mitchell zoomed into first place, coming up from fourth position.

Perc Earl climbed from sixth to second place and is still going strong on business regularity.

Isidor Siegel, with bulldog tenacity, retains his grip on third place and Charlie Chamberlain advances from fifth to fourth place.

Jim Hartman drops back temporarily to fifth position and P. H. Keboch to sixth.

Leo Himelhoch advances from ninth to seventh while Charlie Clayton speeds up and climbs from twelfth to eighth place and Howard Kersey goes in reverse and makes ninth while Ben Bercovit deserts thirteenth place and usurps tenth.

Sam Haynes puts on steam and advances from sixteenth to eleventh position and from here on it's practically anybody's money.

In the Junior division, S. E. Adams maintains his hold on first place by a narrow margin over Evans who, by-the-way, just noses Jasper Phillips out of second place.

Waite and Clark are in the money unless some more aggressive Juniors shall take a hitch in their belts and pass these fine Juniors in the race.

Remember, the Early Bird Contest pays REAL MONEY that is well worth working for—AND MAY THE BEST MEN WIN.

THE BIG GERLACH-BARKLOW STEAM ROLLER IS STILL IN HIGH GEAR AND GAINING MOMENTUM AS SHE TRAVELS ROUGH-SHOD OVER COMPETITION

Again we must ask forgiveness for our inability to mention many hundreds of your fine orders, but please be assured that we are appreciative of the fine job you're doing.

Salesman	State	Line of Business	Subject	Amount
L. T. SAGE,	California	Industrial Chemists	Business Calendars	\$1180
R. S. OSBURN,	Illinois	Chemical Mfgr.	Will Rogers	550
J. C. HARTMAN,	Kansas	Oil Burner Mfgr.	Will Rogers	549
J. H. SANDERS,	Missouri	Funeral Director	Religious Calendars	486
L. H. MOSS,	N. C.	Funeral Director	Proud Mothers	446
R. S. OSBURN,	Illinois	Funeral Home	Religious Calendars	418
WM. H. HARRISON,	Mass.	Bank	Autumn Rhapsody	462
R. H. LIPFORD,	Virginia	Dairy	Spanky Safety Patrol	346
GEO. WILKINS,	S. D.	Flour Mill	Business Calendars	372
A. S. HARTMAN,	Calif.	Farm Implement Mfgr.	My Bonnie	322
F. M. STEVENSON,	Oregon	Insurance	Down on the Farm	380
T. A. PERROTT,	N. J.	Funeral Home	Religious Calendars	316
W. A. SCHEAFER,	Penna.	Brewer	Rah Rah Rah	250
MRS. F. PETERSON,	Ohio	Bank	Autumn Rhapsody	227
GEO. R. LONG,	Delaware	Fertilizer Mfgr.	The Guiding Hand	105

ALWAYS ON THE LOOKOUT TO SERVE YOU BETTER

Sold by Jack Moore on "My Bonnie Lies Over the Ocean" to a
Building and Loan Association

R. A. McCUNE,	Maryland	Chemical Mfgr.	Business Calendars	221
A. McWILLIAMS,	Virginia	Service Station	Will Rogers	100
S. E. ADAMS,	Colorado	Mortuary	Spanky Safety Patrol	107
W. E. GIBSON,	Penna.	Auto Dealer	Holiday Greetings	105
H. F. GROTT,	Texas	Funeral Home	Will Rogers	290
H. F. GROTT,	Texas	Funeral Home	Memorial Books	75
H. F. GROTT,	Texas	Funeral Home	Ack. Folders	79
A. S. HARTMAN,	Calif.	Concrete Pipe	Rah Rah Rah	201
A. S. HARTMAN,	Calif.	Funeral Home	Peace and Happiness	109
A. S. HARTMAN,	Calif.	Laundry	Spirit of America	103
A. S. HARTMAN,	Calif.	Dairy	A Long Life	66
A. S. HARTMAN,	Calif.	Dairy	Be Sure You Are Right	31
J. C. HARTMAN,	Kansas	Signs	Holiday Greetings	200
J. W. HATCH,	Mass.	Lumber	Come Back Here	138
S. E. HAYNES,	Texas	Bank	Will Rogers	201
P. H. KEBOCH,	Penna.	Dairy	Puppy Love	120
R. H. LIPFORD,	Virginia	Bank	Will Rogers	175

WHERE EACH CUSTOMER BECOMES A FRIEND

Sold by F. L. Zimmerman on "Joy of Living" to a
Real Estate Dealer

BEARS FOR SERVICE

Sold by F. M. Stevenson on "Come Back Here" to a
Transfer Company

Salesman	State	Line of Business	Subject	Amount
M. E. WARD,	California	Memorial Park	Spirit of America	\$133
A. J. MARTIN,	Wisconsin	Chemical	News Quiz	118
W. R. OLSON,	Illinois	Bank	Business Calendars	110
E. E. MEYER,	Pennsylvania	Insurance	Springtime	165
BAXTER SPARKS,	Miss.	Bank	Religious Calendars	265
D. M. MORRISSEY,	N. Y.	Funeral Home	Religious Calendars	100
CECIL NIXON,	Montana	Dairy	S257-H	127
O. O. NOELL,	Oklahoma	Abstracts	Spanky Safety Patrol	100
T. A. PERROTT,	N. J.	Oil	My Blue Heaven	100
ISIDOR SIEGEL,	New York	Funeral Home	Will Rogers	121
A. H. STREETER,	Mass.	Bank	Scenes of My Childhood	100
A. W. VORES,	New Jersey	Dairy	A Long Life	143
L. R. WALKER,	N. C.	Furniture	All-American	211
E. P. PITTMAN,	Arizona	Tillage Service	Will Rogers	154
S. E. ADAMS,	Wyoming	Laundry	My Blue Heaven	119
T. L. DALLAS,	Texas	Insurance	Be Sure You Are Right	103
GUY A. DEAN,	Georgia	Radio Repair Service	SQA-3 Playmates	114
CLIFFORD HIGGINS,	Minn.	Funeral Home	Religious Calendars	119
JOHN HOUISON,	Calif.	Ambulance Service	My Bonnie	138
E. G. LATHROPE,	Texas	Hardware	Bluebird Family	119
RAY LEHMAN,	Penna.	Lumber	Rah Rah Rah	94
A. F. COOPER,	Illinois	Funeral Home	Acknowledgment Cards	106
L. T. CUNNINGHAM,	La.	Mill Supplies	My Blue Heaven	168
S. E. HAYNES,	Oklahoma	Service Station	Will Rogers	108
S. E. HAYNES,	Oklahoma	Service Station	Holiday Greetings	47
W. G. HOWE,	R. I.	Textile Manufacturer	Proud Mothers	204
L. H. MOSS,	North Carolina	Ambulance Service	Special	100
CECIL NIXON,	Montana	Jeweler	Come Back Here	107
J. F. RICKER,	Mass.	Cut Soles	Peace and Happiness	158
J. J. SHADLE,	Iowa	Bank	The Guiding Hand	130
CRAIG SOHN,	Ohio	Funeral Home	The Guiding Hand	176
A. H. STREETER,	Conn.	Laundry	Come Back Here	137
E. L. VINCENT,	N. Y.	Auto Body Repairs	My Blue Heaven	89
NORMAN WILSON,	Oregon	Hardware	Sunrise	100
H. W. LEFFINGWELL,	Iowa	Bank	Silver Dawn	106
H. W. LEFFINGWELL,	Iowa	Bank	Will Rogers	136
R. H. LIPFORD,	Virginia	Chemical	Special Bluebird	210
K. MELCHER,	Wisconsin	Funeral Home	Special	183
H. R. MESSICK,	Iowa	Funeral Home	NQ Sailing Ships	112
D. M. MORRISSEY,	N. Y.	Funeral Home	Religious Calendars	100
A. A. MULDREW,	Kansas	Dairy	Will Rogers	100
R. S. OSBURN,	Illinois	Real Estate	Autumn Rhapsody	101
R. S. PERRY,	New Jersey	Funeral Home	Be Sure You Are Right	105
R. S. PERRY,	New Jersey	Bank	Business Calendars	133
R. S. PERRY,	New Jersey	Bank	Business Calendars	129
CRAIG SOHN,	Ohio	Coal and Coke	Special Deluxe	250

OUR SUCCESS IS IN DOING A COMMON THING UNCOMMONLY WELL
Sold by Sidney Hodson on "The Guiding Hand" to a Lumber Dealer

NOTHING UN-DONE — NOTHING UNDER-DONE
Sold on "Bluebird Family" to a Funeral Home by Clyde Estes

Salesman	State	Line of Business	Subject	Amount
CHARLES CLAYTON, Pa.	Pa.	Funeral Director	Peace and Happiness	\$163
CHARLES CLAYTON, Pa.	Pa.	Funeral Director	Autumn Rhapsody	145
CHARLES CLAYTON, Pa.	Pa.	Funeral Director	Will Rogers	46
CHARLES CLAYTON, Pa.	Pa.	Funeral Director	Holiday Greetings	176
CHARLES CLAYTON, Pa.	Pa.	Auto Dealer	Feller Needs a Friend	110
B. A. DAY, Conn.	Conn.	General Contractors	Scenes of My Childhood	104
J. H. ETTER, Nevada	Nevada	Auto Dealer	Spirit of America	100
J. M. GILBERT, S. C.	S. C.	Morticians	Marian Anderson	120
J. H. HENDERSON, Ala.	Ala.	Grocer	Steady	126
CLIFFORD HIGGINS, Minn.	Minn.	Bank	Be Sure You Are Right	94
CLIFFORD HIGGINS, Minn.	Minn.	Bank	Business Calendars	108
L. L. HIMELHOCH, Mich.	Mich.	Service Station	Will Rogers	128
L. L. HIMELHOCH, Mich.	Mich.	Jobber	Spirit of America	121
MRS. A. C. JAHL, Tenn.	Tenn.	Bakery	Class E Kiddie Champs.	207
W. H. MADDOX, S. C.	S. C.	Lumber	Rainbow Fishing Fleet	100
M. G. MITCHELL, Illinois	Illinois	Dairy	Spirit of America	164
A. A. MULDREW, Kansas	Kansas	Insurance	Business Calendars	202
R. S. PERRY, New Jersey	New Jersey	Funeral Director	Religious Calendars	189
R. S. PERRY, New Jersey	New Jersey	Bank	Business Calendars	100
C. M. ROADSTRUM, Mich.	Mich.	Window Cleaning	SQA-3 Playmates	103
A. W. THURN, Wisconsin	Wisconsin	Insurance	Be Sure You Are Right	151
H. W. TIMOTHY, Calif.	Calif.	Flour Millers	My Blue Heaven	93
E. A. GILMORE, Oklahoma	Oklahoma	Wire and Iron Mfgr.	Springtime	100
H. F. GROTE, Texas	Texas	Lime	NQ Playmates	219
MRS. A. C. JAHL, Tenn.	Tenn.	Burial Association	Spirit of America	118
MRS. A. C. JAHL, Tenn.	Tenn.	Lumber	My Blue Heaven	100
J. L. MORRISSEY, Ohio	Ohio	Farm Supplies	My Bonnie	110
L. H. MOSS, N. C.	N. C.	Oil	Proud Mothers	109
MRS. F. PETERSON, Ohio	Ohio	Bank	Silver Dawn	141
MRS. F. PETERSON, Ohio	Ohio	Beverage	Springtime in Forest	168
F. W. SHALLISH, N. Y.	N. Y.	General Insurance	Business Calendars	135
B. R. STIFF, Illinois	Illinois	Insurance	Will Rogers	126
O. O. NOELL, Kansas	Kansas	Laundry	Springtime in Forest	116
B. SPARKS, Mississippi	Mississippi	Bank	Bluebird Family	97
B. R. STIFF, Illinois	Illinois	Hotel	Knives	150
J. M. WIGLEY, Alabama	Alabama	Bank	Puppy Love	150
H. F. GROTE, Texas	Texas	Body Manufacturer	NQ Dogs by Dennis	170
H. J. KERSEY, Penna.	Penna.	Bakery	Houghton Mill	90
A. McWILLIAMS, Virginia	Virginia	Funeral Director	Will Rogers	94
A. McWILLIAMS, Virginia	Virginia	Hardware and Lumber	Will Rogers	90
O. O. NOELL, Kansas	Kansas	Funeral Home	Memorial Books	110
O. O. NOELL, Kansas	Kansas	Dairy	Down on the Farm	185
GEO. W. BALLARD, W. Va.	W. Va.	Parent-Teachers' Asso.	Spanky Safety Patrol	176
F. W. BELL, Michigan	Michigan	Window Cleaning	Business Calendars	127
A. A. BENDER, Ohio	Ohio	Coal and Coke	Be Sure You Are Right	94

WHERE YOU AND SERVICE MEET
Sold by Harry Timothy on "Be Sure You Are Right" to an
Auto Service

THERE IS REAL SATISFACTION IN OUR SERVICE
Sold by Milton Wigley on "Happy Bluebird Family to a Cleaner"

Salesman	State	Line of Business	Subject	Amount
L. T. CUNNINGHAM, La.	Ford Dealer	Spanky Safety Patrol....	\$122
J. H. ETTER, California	Hotel	Springtime in Forest....	94
H. D. EVANS, New York	Coal	Spirit of America	113
W. E. GIBSON, Penna.	Bank	Special Calendars	92
S. E. ADAMS, Colorado	Paint and Enamel	Playmates Blotters	91
B. A. DAY, Connecticut	Dairy	Down on the Farm	93
C. W. FISK, California	Service Station	NQ Bluebirds	200
H. F. GROTT, Texas	Brewery	Special Calendars	100
JOE HENDERSON, Ala.	Stock Yards	Down on the Farm	100
EUGENE KELTNER, Ill.	Loans	Bluebird Family	151
A. McWILLIAMS, Virginia	Shoe Repairs	Bluebird Family	91
W. L. McNERNEY, Calif.	Dairy	Joy of Living	165
C. I. CHAMBERLAIN, Pa.	Grocery	Bluebird Family	100

WE'LL GO A LONG WAY TO SERVE YOU
Sold by A. W. Thurn on "Joy of Living" to a Cleaner

DEAR BERT:

Upon my last trip to McDowell County, Mrs. Raborn and I drove over to War, W. Va., where I took an order for HG4196 only 100 for \$12.00 from "Bert" Edwards who runs the "ESSO" Service Station there.

Yesterday "we" called again and in addition to promising us his 1942 business, he said: (he's an old friend) "Sam, I sent one of those Xmas cards to a new prospect who has traded with one of my competitors for three years—the card did the trick—since Christmas he has bought over \$174 worth of gas and oil from us here at the Esso station."

(His prospect runs a trucking business—out of War.) Edwards said further: "I asked why he came over to us and he told me it was the Xmas card."

"Why Bert, you know I traded with the other fellow for over three years and he never sent me 'nuthin' "—in three years time.

"Funny! isn't it 'Bert.' " "Yes business goes where it is invited and stays where it is appreciated."

And to think now that Mrs. Raborn said to me last fall, "Better stop there Sam it looks like a good place.

Cordially,

SAM RABORN.

"COASTING" M

The most dangerous thing in business is the temptation to COAST. Many firms tried it during the first World War—and lost their "shirts." Many others tried it during the first years of the depression—and ended as bankrupts. SOME will try it this year—and never recover from the mistake. Fortunately, however, the great majority of business firms have come to realize that it is simply impossible to suspend advertising without disastrous results.

Recently "Advertising Age" interviewed the heads of ten representative advertising agencies in regard to the course to be pursued by their clients during the coming year. The following quotation from J. M. Mathes, president of J. M. Mathes, Inc., of New York, is pretty typical of all: "We are all uncertain as to what form will be taken by advertising as a result of coming events. Many businesses, for example, will be required to devote much of their attention to the defense effort, and their products will in some measure be diverted from the usual channels of trade. For such businesses, the usual type of consumer advertising might not be good business.

"There are times, however, when advertising has a function apart from the selling of merchandise. I believe we are entering upon such a period. If business expects to hold the good will of those with whom it usually deals, explanations will soon be in order. Rising prices, delayed deliveries and other troublesome factors that now seem inevitable must be explained in order to avoid misunderstandings. It is this job that advertising can and must do.

"Some of our own clients whose activ-

ities coincide with the defense effort are well aware of this and we are planning accordingly. Other clients, not directly affected by defense work but standing to benefit by improved business conditions, will employ an appreciably greater volume of advertising during 1941."

Another leading agency executive, H. A. Batten, president of N. W. Ayer & Son, Inc.—had this to say, in part: "It is a mistake at this or any other time, for the advertiser to 'coast along,' taking the easy business that is easiest to get, without resorting to long-range planning. Regardless of whether business opportunities are plentiful, it takes aggressive advertising and merchandising to make the most of them, and these are not practicable unless they are integral parts of a similar aggressive policy for the rest of the business."

One of the first of America's large corporations to face the fact that the bulk of its product must go for defense purposes was the Aluminum Company of America. This company, always an advertiser, realized sometime ago that it would be unable to offer the usual service to its private trade. But do you suppose it decided to stop advertising? Far from it. Instead of ceasing to advertise, it decided to put on an aggressive and continuous GOOD WILL CAMPAIGN. In telling of this policy, C. C. Carr, general advertising manager of the Aluminum Company, made the following statement:

"For want of a better description, one might term our efforts for the new year 'insurance advertising.' In other words, it is in-

ANS DISASTER

tended to do two big jobs. One is to bridge the gap during the period just ahead when there will be a temporary shortage of our product for private consumption because of national defense needs. The second is to retain our old friends and markets for that future time when peace shall again have been restored and there is more aluminum at cheaper prices than has ever been available before."

You have probably seen the first of these "insurance" advertisements of the Aluminum Company of America. At the top is a picture of a group of ordinary Americans looking at a squadron of airplanes in the sky. Cut into this picture is a shipping tag, which states—"Delivered to . . . protection for—Mr. Smith's home, Your Town, U. S. A." The copy is like this—"A war is loose in the world. Men and metals must be drafted to meet a dire emergency. The biggest job aluminum has right now is to help defend America . . . Defense requirements come first . . . If you find it difficult at the moment to get all the aluminum you want, when you want it, you will know that aluminum has gone off to defend your home and your country . . ."

This advertisement will be followed by many others. They will tell the story of aluminum's job in our defense effort—never forgetting to drive home the fact that, at war's end, aluminum will be cheaper and more widely used than ever before.

Soon other great national advertisers will adopt this style of GOOD WILL—OR

INSURANCE — ADVERTISING. So will thousands of smaller firms that are working on government orders. These latter firms are OUR meat. If they have any judgment or foresight at all they will MAINTAIN CONTACT WITH THEIR BETTER CUSTOMERS. They will tell them why they are unable to serve their normal needs in a normal way. In doing this they will find that Gerlach-Barklow DIRECT ADVERTISING — calendars, house organs, mailing cards, blotters, etc. —are IDEAL. They are ideal BECAUSE they ELIMINATE ALL WASTE CIRCULATION and permit the advertiser to CONCENTRATE on the customers whose good will he MUST insure.

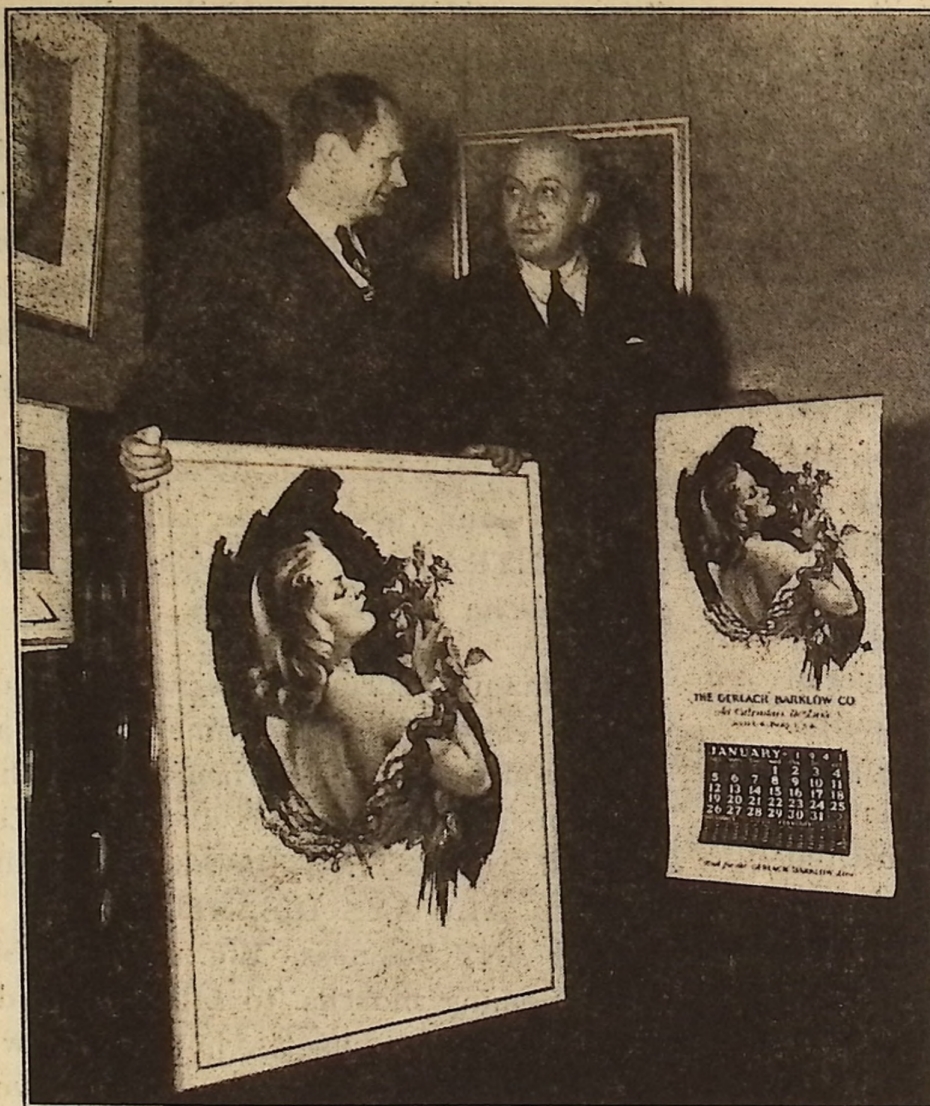
The manufacturing firms who are, and will be, engaged in government work are among our very best prospects—if they are properly approached. Let's keep this in mind. COASTING, in an advertising sense, is ALWAYS DISASTROUS. It is fatal to ANY business. We must be able, in the coming months, to sell this fundamental fact to the business houses that will be TEMPTED to curtail or cease advertising.

We can, if we will, obtain orders THIS year that we could not possibly obtain under ordinary circumstances. For GOOD WILL — INSURANCE — ADVERTISING is what we sell. Present conditions are right down OUR alley!

Jewett E. Ricker

ARTIST REVIEWS HIS WORK

(Reprinted from Joliet Herald News)



Bradshaw Crandell, prominent artist of New York, and J. C. MacKeever, president of the Gerlach-Barklow Company, are viewing one of Mr. Crandell's latest canvasses reproduced on one of this year's Gerlach-Barklow Company's calendars. Mr. Crandell has been visiting the Joliet plant.

During this visit of the great artist, he was asked to compare his original painting with the Gerlach-Barklow reproduction (see above).

Mr. Crandell studied the original and the reproduction for a long time, then said, "Mac, I get more downright satisfaction out of working for Gerlach-Barklow than you and your associates realize. This is not alone because of the high class reproductions which are faithful replicas of my best artistry, but also because through your great sales organization, these fine reproductions find a place upon the walls of thousands and thousands of homes, shops, offices and many other places where the race of men go by thereby enabling countless thousands who

might never be able to afford to see the original paintings, to enjoy the beauty of these replicas.

"Another source of satisfaction in working for Gerlach-Barklow is the fact that my pictures mounted upon your advertising calendars render a tremendous service to humanity, due to their ability to create new friendships and to foster old friendships.

"It is this knowledge, Mac, which gives me a degree of heartfelt pleasure which money could never buy. Please tell your big army of progressive salesmen that Bradshaw Crandell is glad and proud to have a part in the fine business in which they and you are engaged."

ACKNOWLEDGING BIRTHDAY GREETINGS

One's seventy-fifth birthday is an event in any man's life, whether or not it is formally celebrated. Certainly mine was the most wonderful of all my previous seventy-four, in spite of the fact that I had to stay indoors due to a touch of the flu combined with more than a touch of lumbago.

You must understand, of course, that I was not a party to the publicity given the event by our good friend, Jim Talcott. So while I have never made a point of concealing either my age or birthday I was somewhat surprised when birthday greetings began arriving even as early as Monday, a few more came on Tuesday, and by Wednesday there was a veritable avalanche. There is a new boy on the elevator here at the hotel where I live and when he brought up a fresh bale Thursday morning his comment was, "Gee, you must have broken the jack-pot." And he was not so far wrong at that.

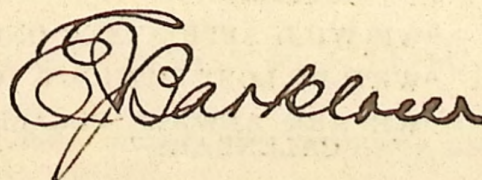
Besides greetings from personal friends and the folks at the office there were greetings by regular mail, air-mail and by wire from Bangor, Maine, to Chipley, Georgia; from New York to California; from the Dakotas to Babson Park, Florida, and points, east, west, north and south. There were greetings in Daily Reports accompanied by substantial orders. There were greetings in wire reports or letters and by telephone. I even had "Happy Birthday" sung over the phone by a telegraph boy, and he did it well, too.

There were comic greetings, formal greetings, and greetings that I just knew were selected particularly for me, and then, of course, there were greetings accompanied by flowers, particularly a very beautiful bouquet from the folks at the office and one of a long series—red carnations—which Mrs. Barklow hasn't failed to send me every birthday for at least thirty years.

The greeting accompanying the bouquet from the office was unique in that the front cover devoted entirely to the figure "75." Imitation diamonds were sprinkled through the figure, indicative of the diamond anniversary, and then on the inside was a splendid hand-lettered greeting from the folks in the office.

One of the unusual birthday letters I received was from a customer of my good friend, A. A. Muldrew. When the letter was received I didn't know that Muldrew was going to have a mighty nice order from this concern, so I couldn't realize the president of that great insurance company knew about my birthday. The order came in several days later.

So, in spite of my unfortunate temporary indisposition during my birthday week, I had a most wonderful time. I could just picture everyone of you who sent me letters, telegrams or greetings, and recognized the real friendliness and good will in your greetings. It is really worth being seventy-five years old to have such a demonstration made in one's honor. I hope I will be able to continue to serve you so acceptably that my associates will permit me to hold my job for another few years at least. I want you to know how much I appreciate your greetings.



"The Pleasure Is All Ours; the Space Is Yours"

One of George Wilkins' good customers, a big trucking and transfer company has used Gerlach-Barklow Indoor Billboard Calendars consistently for fourteen years and have just placed their fifteenth consecutive order.

This customer attributes the success of his Jumbo Calendar advertising very largely to the fact that just before Christmas he sends out to the business houses where he wants his calendars to hang, a fine Good Will letter with which is enclosed a return card. Here is copy of the letter used this past Christmas:

DEAR SIR:

As the time draws near for the hanging of our 1941 Jumbo calendar—the fourteenth one that we have issued—we take this opportunity to thank you for your fine cooperation during the years that have passed. Without your cooperation it would have been impossible for us to continue this form of advertising.

We have a picture this year which we feel will appeal to everyone, and which will maintain the high standard which we have endeavored to establish in our calendars.

If you are interested in hanging one of our Jumbo Calendars for 1941, just sign the enclosed card and drop it in the mail at your earliest convenience and we will call on you about the last of December with the new 1941 calendar.

With greetings for the holiday season, we are

Very truly yours,

R..... TRANSFER CO.

Mr. Wilkins states that the customer reports a 100% return from his letters and post cards.

The customer has kindly sent us a bunch of the return cards from which we quote a few replies of recipients:

"THE PLEASURE IS ALL OURS—THE SPACE IS ALL YOURS."

"WE SURE DO WANT YOUR NICE CALENDAR AND THANKS FOR REMEMBERING US."

"WE'LL BE VERY GLAD TO HAVE YOUR CALENDAR IN OUR GENERAL OFFICES."

"OUR OFFICE WOULD FEEL LONESOME WITHOUT YOUR BIG CALENDAR."

"WE'LL BE DELIGHTED TO AGAIN HAVE YOUR EXCELLENT CALENDAR."

"THANK YOU, WE WISH FOR YOUR 1941 JUMBO CALENDAR."

"WE ALWAYS GIVE YOUR BIG CALENDAR PROMINENT PLACE IN OUR OFFICE."

"WE WILL APPRECIATE ONE OF YOUR JUMBO CALENDARS."

"WE'D BE LOST WITHOUT YOUR FINE BIG CALENDAR IN OUR OFFICES."

"WE ARE ALWAYS PLEASED TO HAVE ONE OF YOUR FINE JUMBO CALENDARS."

For 1942, Mr. Wilkins has sold "Proud Mothers" with the following slogan:

"WE'LL GO A LONG WAY TO SERVE YOU"

And here is the pre-distribution letter which Mr. Wilkins has suggested that the customer use this coming Christmastime:

DEAR FRIEND:

It's nice to make new friends, and it's nice to hold the old friends too, and so—for the fifteenth consecutive year we have secured a very limited number of fine big Jumbo Calendars. One of these has been especially reserved for you, on condition that you will be interested in hanging it in your place of business.

We are enclosing a self-addressed, postage-free return card for your convenience in requesting the calendar. Please sign this card and drop it in the mail promptly, as we do not want to disappoint you.

It is our hope that the inspiration of this finest time of all the year may be with you and with the friends of your fireside, and that the New Year may be most generous in yielding the health and success that make for happiness and prosperity.

Cordially yours,

R..... TRANSFER COMPANY.

Mr. Wilkins states that this method of distribution has brought him some new business and will do as much for many of his fellow salesmen if they will use it.

If you prospective customer requires further proof of the fact that calendars are appreciative, let him read these few replies and the replies received by Mr. MacKeever in response to his personal calendar. A number of these letters have been published in part in recent issues of REVIEW.

Also you will note that Mr. MacKeever received as much thanks and appreciation for his fine letter as for his calendar. This doesn't mean, however, that a business concern could expect the letter alone to bring forth the fine replies received from recipients. It takes the combination of the calendar and the letter to secure results.

Our thanks to George Wilkins for unselfishly passing along his plan of effective distribution.

HOUSE CALENDARS ARE STILL AVAILABLE

We still have on hand a limited number of Gerlach-Barklow House Hangers, ("Forever Yours").

This is your last opportunity to secure a few more of these beautiful calendars.

Send in your requisition at once. You may not receive as many as you ask for, but we'll send you as many as we can.

WHO'S A GOOD PROSPECT?

Who's in the market for blotters with pictures of gorgeous gals? Who'll buy "Playmates" or "Spirit of Youth"?

Well, perhaps orders that actually have been sold and shipped will offer some suggestions.

For instance, how about the manufacturer of lacquer and varnishes? A firm in Philadelphia that makes these products recently bought Class X Playmates.

And here are some other advertisers for whom we have made up similar blotters within the last few days:

An iron and metal company in Dayton . . . A furniture manufacturer in Massachusetts . . . A firm of novelty yarn specialists down Carolina way, not story-tellers, but makers of yarn for the textile industry . . . Industrial lubrication specialists in New York . . . A welders' supply company in Massachusetts . . .

A milling company in Arkansas . . . A malt and grain company in Michigan . . . A garage in a small New York town . . . Industrial and road contractors in Vermont . . . A frame and wheel service company, aligning the cars and trucks of South Bend, Ind.

There are some suggestions. The orders from the customers mentioned were about equally divided among large and small blotters, to be used as inserts in regular correspondence, enclosures with monthly statements. Most of the large blotters carry monthly calendars, and the copy consists simply of picture paragraphs and the advertiser's name, address and phone number.

In your territory are business men engaged in similar pursuits. They'll look with favor on your presentation of "Spirit of Youth" or "Playmates" blotters. So will the service station, the maker of brooms, the brick dealer, the automobile dealer, the printer and a lot of other NEW customers.

Use blotters to build new business and increase your volume right now!

TWO IDEAS FOR YOU



C. W. Fisk, out California way, has sold a number of News Quiz campaigns to tire retreaders as well as others. Last week he sold a renewal order on one of these orders. The customer operates a service station and uses 200 folders a month. Commenting on the renewal, Mr. Fisk wrote the following:

"This customer sent out 40 cards to 40 doctors and executives who have been receiving the Boake Carter News Quiz each month. He got practically 100% replies asking him to continue the service."

There's the answer to your prospect's question—"Sure, I mail 'em out, but do they read 'em?" You bet they do!



P. M. Winter of Pennsylvania is making sure that newspaper owners know about "I See by the Papers," the Will Rogers subject tailor-made for journalists. He suggests that it should be used not just as a carriers' greeting, but as a hard-hitting good-will campaign to make readers think about the value of freedom of the press.

Mr. Winter writes: "I trust that our salesmen realize that 'I See by the Papers' with Will Rogers is a 'natural' for the newspapers themselves. Last week I contacted Mr. L. J. Van Laeys, president and general manager of The Wilkes-Barre Record, one of the most successful Associated Press papers in Pennsylvania, and I showed him 'I See by the Papers.'

"He went wild over it as a means of creating good will for the newspapers, and God knows they need some good will. He bought 150 foldover greetings, with this subject, for his personal use, and he says he will suggest a program for all three Wilkes-Barre newspapers whereby they will purchase 300 jumbos for a newspaper good-will program."

USE THESE IDEAS TO SELL ORDERS THIS WEEK!

\$1,000 CLUB

END FOURTH WEEK

*FRED W. BELL	**R. H. LIPFORD
**BENJAMIN BERCOVIT	A. McWILLIAMS
***C. I. CHAMBERLAIN	*RUDY MADDOX
***CHARLES CLAYTON	GEO. H. MALONEY
A. F. COOPER	KATHERINE MELCHER
***P. C. EARL	E. E. MEYER
*J. H. ETTER	***M. G. MITCHELL
HARRY D. EVANS	D. M. MORRISSEY
G. ROBT. FALLS	**L. H. MOSS
J. O. GAMMELL	A. A. MULDREW
E. H. GERRISH	OTTO NOELL
W. E. GIBSON	*R. S. OSBURN
***H. F. GROTT	**R. S. PERRY
AMASA HARTMAN	*FANNIE PETERSON
**J. C. HARTMAN	FRANK R. RAITZ
***SAM E. HAYNES	*H. F. RICKER
JOE HENDERSON	DOC SAGE
*WM. C. HERRMANN	J. M. SAUNDERS
CLIFFORD HIGGINS	L. R. SHEPARD
***LEO L. HIMELHOCH	*ISIDOR SIEGEL
*SIDNEY A. HODSON	*E. B. SIERER
J. B. KASPER	*CRAIG SOHN
*P. H. KEOCH	*F. M. STEVENSON
EUGENE KELTNER	ESTELLE P. THOMPSON
*H. J. KERSEY	A. W. VORES
MRS. A. C. JAHL	S. C. WHALEN
J. R. LAING	

* Indicates Additional Victory Weeks.

B. E. D. WINNERS**END OF FOURTH WEEK****BELL, F. W.****BERCOVIT****BOND****BYRNE****CALLAWAY****CHAMBERLAIN****CLAYTON****EARL****ESTES****ETTER****GATLIFF****GIBSON****GILROY****GROTTE****HARTMAN, A. S.****HARTMAN, J. C.****HAYNES****HERRMANN****HIGGINS****HIMELHOCH****KASPER****KEBOCH****KELTNER****KERSEY****LAING****LATHROPE****LEVIN****LIPFORD****McWILLIAMS, A.****McWILLIAMS, R.****MADDOX****MESSICK****MEYER, E. E.****MITCHELL****MOORE, J. L.****MORRISSEY, D. M.****MORRISSEY, J. L.****MOSS****NIXON****NOBLES****OLSON****PERROTT****PERRY****PETERSON, MRS.****PITTMAN****RICKER****SCHEAFER****SIEGEL****SMITH, H. S.****STEVENSON****TIMOTHY****THURN****VORES****WALKER**



THIS IS NEWS!

Or at least, it was to me.

I have no garden, not even a little patch of lawn. The front and back yards (if they could by any stretch of the imagination be called "yards") of the apartment building where I live, are cement walks. Of course, there's a curbing but in our town we don't plant gardens in curbings.

But, believe it or not, I found a lot of useful hints in the "Better Homes-Better Gardens" S257 series. They're practical too.

It was news to me that wilted cut flowers could be revived by placing them in HOT water. But it does work.

Maybe I'm rather dumb about these things, but I didn't know that cutflowers should have fresh air and REST, and be kept out of drafts (just like a flu patient) aside from plenty of fresh water. But again it works.

And I never did know how to keep cut tulips from drooping over the vase—but "Better Homes-Better Gardens" tipped me off on this too.

Just thought some of your customers might like to know some of these hints—or am I the only dumb one in the country when it comes to cut flowers?

I'll see what I can find for next week—maybe.

ELIZABETH BALL.



For True Blue Quality and Service

A. H. LAUN
JEWELER

Out of the High-Rent District

1941	JANUARY						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	-	-	1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31	-	

OLD ARABIAN PROVERB

*He who knows and knows he knows,
he is wise—follow him.*

*He who knows and knows not he
knows, he is asleep—wake him.*

*He who knows not and knows not he
knows not, he is a fool—shun him.*

*He who knows not and knows he
knows not, he is a child—teach him.*